



Events and Sponsorship Package 2026

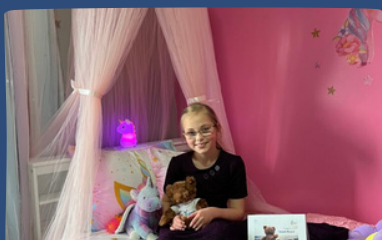


About Us

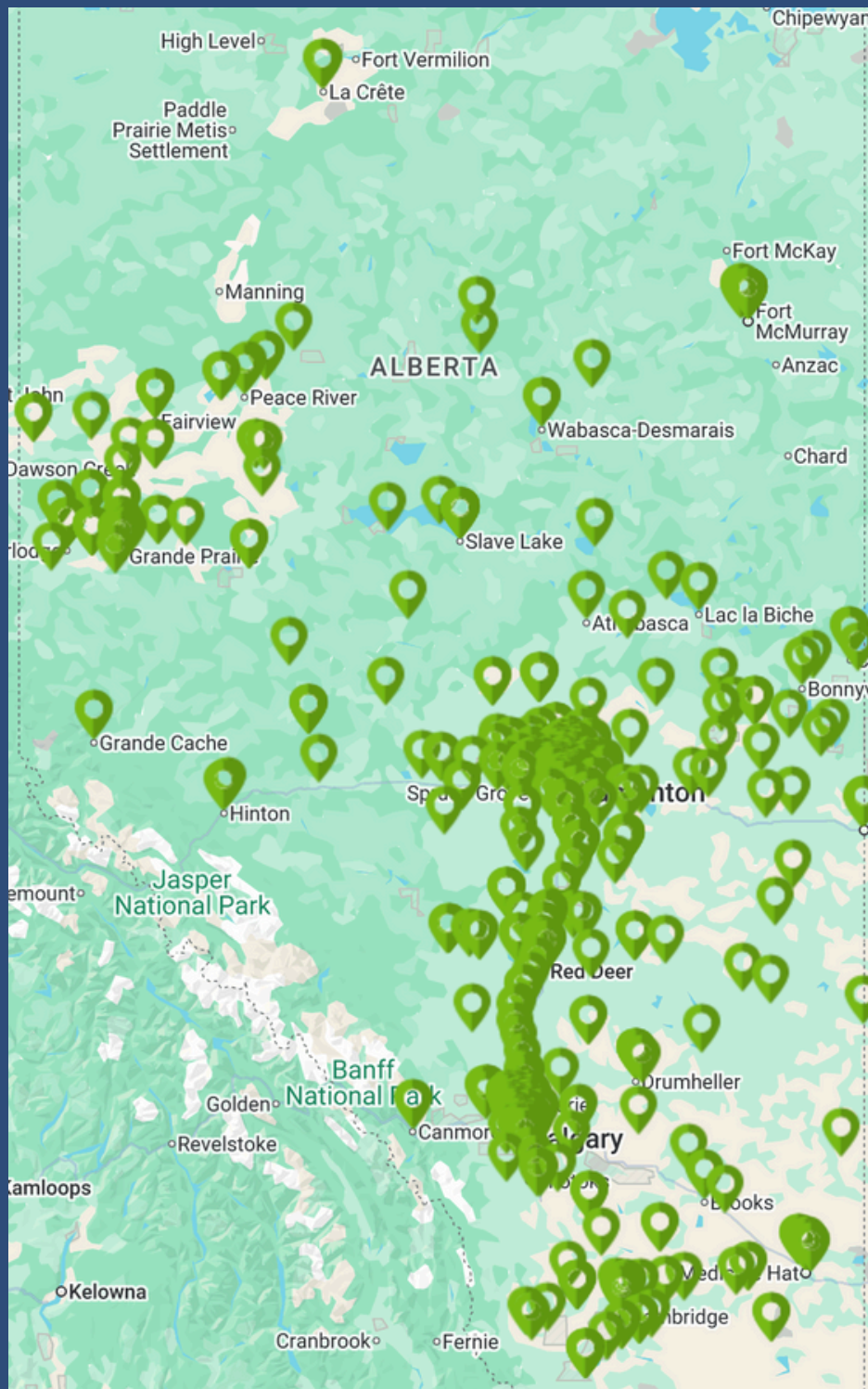
Alberta Dreams is the only dream-fulfilling organization in Alberta that is dedicated exclusively to children with severe chronic or life-threatening medical illness. We are proud to provide a much-needed service to children and their families who are facing unimaginable challenges.

At Alberta Dreams, we understand the impact that chronic illness can have on a child's daily life. We define chronic illness as a medical condition that significantly affects a child's ability to carry out their daily activities. This impact can result from various factors such as frequent hospital stays, use of oxygen and/or ventilator machines, high doses of medications, or the need for significant medical intervention.

Our inclusion of chronic illness in our mandate sets us apart from similar organizations in Canada. We are a crucial resource for chronically ill children who do not qualify for a wish under other programs. Alberta Dreams believes that every child deserves a chance to experience the joy of having their dream come true and is an essential resource for chronically ill children in Alberta.



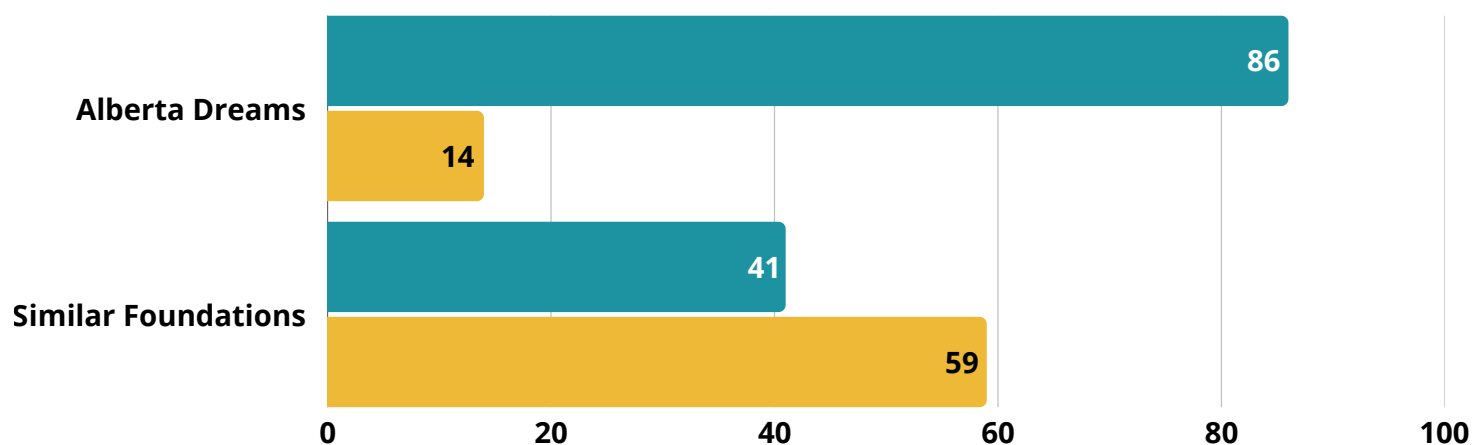
We have fulfilled over 1250 dreams
in nearly 40 years for children in
Alberta facing severe chronic or life
threatening illnesses.



Your Investment Makes Dreams Come True for Alberta Children

Alberta Dreams invests over 85% of all funds directly into charitable programs, making Dreams come true!

● Charitable Spending ● Administrative Spending





A Child. A Wish. A Dream Come True.

Country Music Alberta Dreams Christmas Sponsorship Package

December 4th, 2025 | Fort Edmonton Park



COUNTRY MUSIC ALBERTA DREAMS CHRISTMAS

Only at this year's **Edmonton Christmas Market!**

EVENT INFORMATION

Event Information

Get ready for a magical evening that blends incredible live music, heartwarming stories, and the true spirit of giving this holiday season!

Join us at Fort Edmonton Park's historic Capitol Theatre for Country Music Alberta Dreams Christmas LIVE at The Capitol – a spectacular event uniting Country Music Alberta and the Alberta Dreams Foundation to raise awareness and amplify hope for children across Alberta facing severe chronic or life-threatening illnesses.

This unforgettable night will feature an all-star lineup of Country Music Alberta's biggest and brightest artists, including **Mariya Stokes, Morgan Klaiber, Dan Davidson, Kyle McKearney, and Stirling John** – plus the possibility of some special surprise guests! Together, these incredible performers will fill the stage with powerful performances, heartfelt moments, and the magic of music, all in support of making dreams come true for Alberta children in need.

Alberta Dreams is all about making magic happen for children across Alberta who are living with serious or life-threatening medical conditions. They work hard to create unforgettable dream experiences – whether it's a trip, a special adventure, or something completely unique – to give these amazing children and their families a break from hospital visits and tough days, filling their lives with joy, hope, and lasting memories. Alberta Dreams is proudly Alberta-based and 100% focused on bringing smiles to local children who truly deserve something special.

This is more than a concert, it's an evening of connection, compassion, and community, celebrating the power of music and kindness.

 Watch live on TELUS Optik TV – Channel 707 and Channel 611 – or join us in person at the Capitol Theatre to experience the magic firsthand.

Don't miss this one-night-only event where country music meets Christmas spirit. Together, we make dreams come true.

RADIO BROADCASTS

The Country Music Alberta Dreams Christmas Radio Special will air across multiple Stingray stations this holiday season.

- **CFCW** will broadcast the special on **December 16th and December 24th**
- **New Country** stations across the network will air it **once on December 24th and twice on December 25th.**

The map below highlights the full coverage area of CFCW and the New Country stations included in the broadcast network, ensuring strong reach and visibility for our sponsors.

Stingray AG Radio

Cattle:

- 18,042 farms/ranches
- 4,733,519 cattle

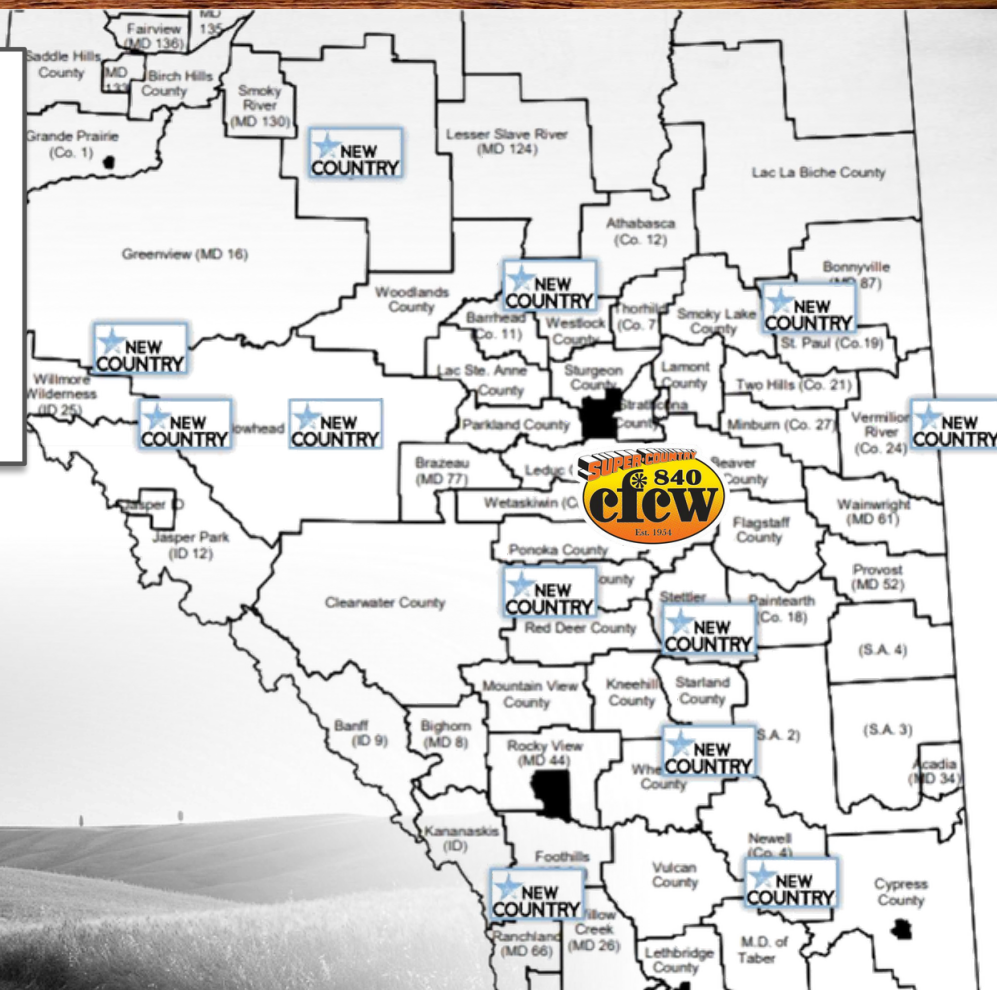
Crops & Hay:

- 34,073 farms
- 18,990,152 acres

source: StatisticsCanada, census of agriculture 2021



**NEW
COUNTRY**



ARTISTS

Morgan Klaiber



Morgan Klaiber is a ranch-raised Southern Alberta cowgirl turned country music dynamo whose hard-worked roots fuel a fresh sound. With her debut album *Hardgrass Country* winning Album of the Year at the 2025 Country Music Alberta Association Awards, she blends ranch grit and stage-gloss for an authentic western voice.

Mariya Stokes



Mariya Stokes is a country-Americana artist known for her quick wit, candid storytelling, and for unapologetically stealing your Grandma's clothes. With a voice as distinct as her retro style, Country Music Alberta's two-time Female Artist of the Year released her debut album, *Mood Ring* in early 2025. Stokes kicked off her Western Canadian *Mood Ring* Album release tour with a sold-out show at Studio Bell at National Music Centre in Calgary, Alberta. In 2024, Stokes earned national recognition as a semi-finalist in SiriusXM's Top of the Country, in partnership with the Canadian Country Music Association.

Stirling John



Stirling John is an Ojibwa-heritage Inspirational Country artist from Ontario's Saugeen First Nation, now based in Alberta. An active RCMP officer for 19 years, he uses his platform to share stories of resilience, healing, and community through music. Blending heartfelt country with powerful storytelling, Stirling's work uplifts audiences and advocates for Indigenous youth through his non-profit foundation. His music and message remind listeners that hope, purpose, and connection are at the heart of every journey.

ARTISTS

Kyle McKearney



Kyle McKearney is redefining Americana with soulful storytelling and gritty, roots-inspired sound. His sophomore album *A Traveler's Lament* earned 11 awards, including the 2023 CCMA for Alternative Country Album of the Year and a shortlist nod for a 2024 GRAMMY nomination. He's shared stages with The Black Crowes, Lainey Wilson, and Darius Rucker, performing across North America and Europe. His upcoming album *To The River*, co-produced with Russel Broom and mixed by GRAMMY winner Vance Powell, blends raw emotion and sweeping country-rock energy, cementing Kyle as one of Canada's most compelling and boundary-pushing voices.

Dan Davidson



Alberta-born and raised, Dan Davidson is one of Canada's most exciting country artists. Known for his high-energy shows, clever lyrics, and genuine connection to fans, Dan has carved out a distinct space in modern country music. His platinum-certified hit *Found* launched him to national fame, earning multiple CCMA nominations and solidifying his place as a staple on Canadian radio. Beyond his solo success, Dan is a sought-after songwriter and producer, collaborating with artists across genres and touring internationally, always bringing his signature mix of heart, humour, and homegrown storytelling to the stage.

Sponsorship Opportunities

Presenting Sponsor – \$10,000

- Top-tier visibility as Presenting Sponsors of the event.
- Logo placement on all event materials, stage signage, and website.
- On-stage recognition and also on radio special on 840 CFCW and live stream broadcast and broadcast on Telus Optik TV across Alberta and BC
- 4 Tickets to the show and meet and greet with artists
- Recognition across social media and press mentions

Silver Sponsors – \$5,000 each

Up to Three (3) Silver Sponsors Available. As a Silver sponsor you will get:

- Logo placement on all event materials, stage signage, and Alberta Dreams website.
- On-stage recognition
- The live show will be streamed on Telus Optik TV across Alberta and BC, with multiple rebroadcasts in the following weeks, offering large-scale sponsor visibility. It will also be live-streamed on Country Music Alberta and Alberta Dreams' social media channels.
- 840 CFCW will broadcast a 1 hour special of the show that will run twice before Christmas
- 2 Tickets to the show and meet and greet with artists
- Recognition on Alberta Dreams social media



A Child. A Wish. A Dream Come True.

Becoming a Sponsor for Country Music Alberta Dreams Christmas is a way to give back to Alberta Dreams and help make dreams come true for children facing serious or life-threatening illnesses. By supporting this event, you are helping create magical, unforgettable moments of joy and hope for a child and their family.

Contact Information

Should you have any questions, please contact:

Chris Scheetz

Director of FUNd and Community Engagement

chriss@albertadreams.ca

(780) 905-1530



A Child. A Wish. A Dream Come True.

Brett Kissel New Years Eve Sponsorship Package



BRETT KISSEL
LIVE IN CONCERT

NEW YEAR'S EVE
WED DEC 31, 2025


1515 - 35 AVE, NISKU

50/50 SPONSORSHIP



Sponsorship Opportunities

50/50 Sponsor – \$10,000

As the sole Presenting Sponsor of the Brett Kissel New Year's Eve Concert 50/50 draw, your company will receive:

- Recognition as the Official 50/50 Sponsor with "Presented by [Your Company Name]" on all 50/50 tickets and promotional materials.
- Your logo featured on event signage, the Alberta Dreams website, social media promotions, and digital advertising specific to the 50/50.
- On-Stage Acknowledgement
- Live shout-outs during key concert moments, including the 50/50 winner announcement.
- An opportunity for up to six (6) representatives from your organization to attend the concert and assist with the 50/50 ticket sales.



Becoming a Sponsor is more than a title. It is a way to give back to Alberta Dreams and help make dreams come true for children facing serious or life-threatening illnesses. Sponsoring at this level is equivalent to the cost of granting a single dream, which typically ranges from \$5,000 to \$10,000. By supporting this event, you are helping create magical, unforgettable moments of joy and hope for a child and their family.



West Edmonton Mall Family Day Sponsorship Package



Sponsorship Opportunities

PRESENTING SPONSOR

\$5,000

- Exclusive designation in all digital & print materials
- First logo & link on event webpage
- Recognition in media release & opening remarks
- Corporate signage + logo
- Social media shout-outs
- Mention in opening remarks

ENTERTAINMET SPONSOR

\$2,500

- Branding on Stage
- Logo on event banners
- Recognition in all event communications
- Logo & link on event webpage
- Social media recognition
- Mention in opening remarks

FOOD SPONSOR

\$1,000

- Featured in all event communications
- Logo & link on event webpage
- Logo on event signage at the event
- Social media recognition
- Mention in opening remarks

GIFT IN KIND DONATION

Why Sponsor Our Family Day Event?

Family Day is all about joy, togetherness, and making memories. By sponsoring our Family Day event at West Edmonton Mall, you help create a fun and meaningful celebration for families across Alberta, including our Dream families.

Your support brings the community together, fills the day with smiles, and makes Family Day extra special for everyone who attends.





Daddy's Little Sweetheart Ball

2026 Sponsorship Opportunities



WHEN: MARCH 21, 2026

**WHERE: CHATEAU LACOMBE:
10111 BELLAMY HILL RD, NW**

**FOR SPONSORSHIP OPPORTUNITIES PLEASE
CONTACT MCKENZIEK@ALBERTADREAMS.CA**

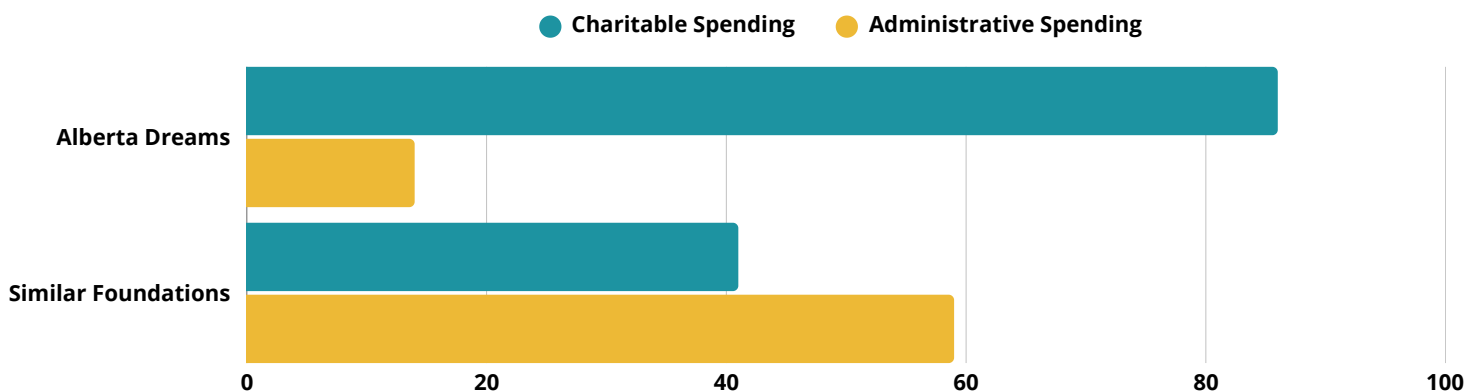
Alberta Dreams

Our Organization

We give the gift of hope by making dreams come true for children in Alberta diagnosed with a **severe chronic or life-threatening medical illness**. Originally called the Rainbow Society of Alberta before being rebranded as Alberta Dreams last year, we have made over 1250 dreams come true in more than 320 communities across the province since our founding by volunteers in 1986.

Having a Dream come true can be a welcome relief from the grind of hospital stays, doctor's visits, tests, treatments, worries, and fears. It's a break from the daily hardship of being ill – a break for the entire family. For a child who is sick, having a dream come true can be the catalyst to help them feel better emotionally and physically, giving them increased strength and courage to battle their illness and the daily challenges it brings.

As a local Alberta charity with only four full-time employees, we work hard to drastically reduce wasteful overhead and administrative spending, ensuring the maximum amount of your donation goes directly to fulfilling the dreams of Alberta children, **more than doubling the charitable impact of a donation to similar children's charities.**



Event Information



The first event of its kind in Edmonton, Daddy's Little Sweetheart Ball has become one of Edmonton's most anticipated events of the year and consistently sells out.

Dads will spend a magical evening with their little sweetheart(s), dressed up in their finest, and be treated to an unforgettable night. The evening includes a father/daughter DJ dance, dinner buffet, face painting, sweet treats, creation station, photo booths, balloon art, special Princess guests, and many more surprises!

WWW.ALBERTADREAMS.CA



Alberta Dreams

PRESENTING SPONSOR

\$10,000

- Exclusive designation in all digital & print materials
- First logo & link on event webpage
- Recognition in media release & opening remarks
- Corporate signage + logo on designated tables
- Social media shout-outs
- Option to provide volunteers with branded name badges
- Two VIP tables of 8 (value \$2,400)

PLATINUM SPONSOR

\$6,000

- Featured in all event communications
- Logo & link on event webpage and table signage
- Corporate signage at the event
- Social media recognition & mention in opening remarks
- Option to provide volunteers with branded name badges
- One VIP table of 8 (value \$1,200)

- 1 Dinner Sponsor**
- 2 Caricature Sponsor**
- 3 Photobooth Sponsors**

GOLD SPONSOR

\$4,000

- Recognition in all event communications
- Option to contribute cash or equivalent goods/services (e.g., raffle prizes, teddy bear adoption, volunteer meals)
- Logo & link on event webpage
- Social media recognition
- One table of 8 (value \$1,200)

- 1 Raffle Prizes Sponsor**
- 2 Teddy Bear Adoption Sponsor**
- 3 Volunteer Meals Sponsor**

Alberta Dreams

SILVER SPONSOR

\$3,000

- Recognition in all event communications
- Option to contribute cash or equivalent goods/services (e.g., balloon twisters, face painters, princesses)
- Logo & link on event webpage
- Social media recognition
- Three complimentary couples tickets (value \$750)

- 1 Balloon Twister Sponsor
- 2 Face Painter Sponsor
- 3 Princess Sponsor

BRONZE SPONSOR

\$2,000

- Recognition in all event communications
- Cash or in-kind contribution (e.g., balloon twisters, face painters, princesses)
- Logo & link on event webpage
- Social media recognition
- Three complimentary couples tickets (value \$750)



- 4 Bracelet Craft Sponsor
- 5 Photo Frame Sponsor
- 6 Candy Buffet Sponsor

CORPORATE TABLE SPONSOR

\$1,200

Table of 8

- Exclusive table signage with company name & logo
- Reserved seating near buffet and dance floor
- Company name in official event program

GIFT IN KIND DONATION

DREAM SUPPORTER

\$150-\$750

WWW.ALBERTADREAMS.CA



A Child. A Wish. A Dream Come True.

Swing Fore Dreams

♦ Alberta Dreams ♦
GOLF CLASSIC

Sponsorship Opportunities

The Quarry

June 15, 2026
8:30am Shotgun Start

In Support of:



Presented by

In Partnership with



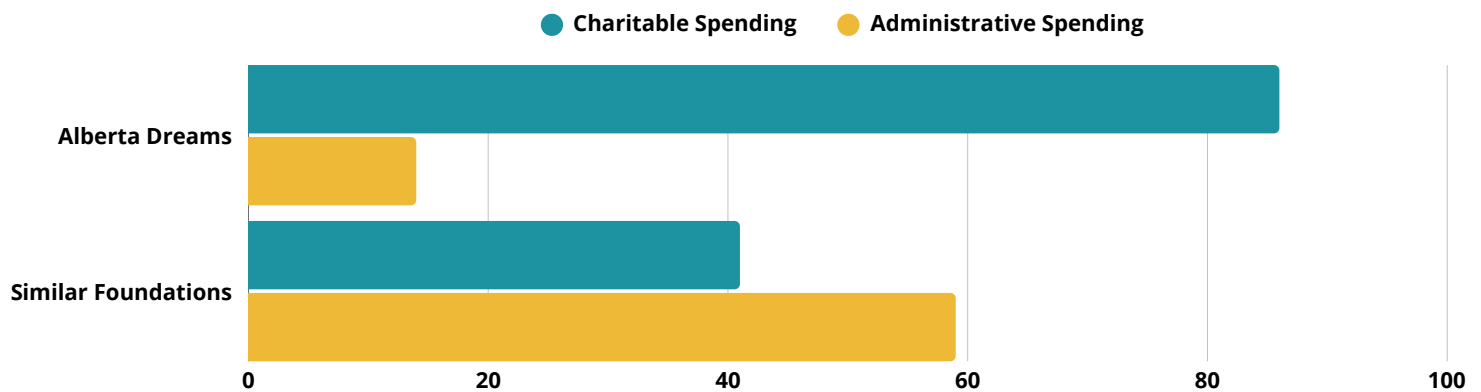
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Having a Dream come true can be a welcome relief from the grind of hospital stays, doctor's visits, tests, treatments, worries, and fears. It's a break from the daily hardship of being ill – a break for the entire family. For a child who is sick, having a dream come true can be the catalyst to help them feel better emotionally and physically, giving them increased strength and courage to battle their illness and the daily challenges it brings.

As a local Alberta charity with only four full-time employees, we work hard to drastically reduce wasteful overhead and administrative spending, ensuring the maximum amount of your donation goes directly to fulfilling the dreams of Alberta children, **more than doubling the charitable impact of a donation to similar children's charities.**



Event Information

The Alberta Dreams Swing Fore Dreams charity golf classic will be held on June 15, 2026 at the exclusive The Quarry.

Our 30th annual golf classic is a perfect opportunity for sponsors and golfers to network with Alberta business leaders and meet the wonderful dream families your generosity is supporting all while having a ton of fun and connecting you and your brand to an organization with nearly 40 years of experience making dreams come true for sick Albertan children.



With your generous support, we hope to reach our goal of raising \$100,000 which will allow us to make dreams come true for at least 10 deserving Alberta children.

Event Information

The Alberta Dreams Swing Fore Dreams charity golf classic will be held on June 15, 2026 at The Quarry.

Our 32nd annual golf classic is a perfect opportunity for sponsors and golfers to network with Alberta business leaders and meet the wonderful dream families your generosity is supporting all while having a ton of fun and connecting you and your brand to an organization with nearly 40 years of experience making dreams come true for sick Albertan children.



Every year, the Rogers Charity Classic crowns a golf champion while supporting over 200 charities. Alberta Dreams is honored to once again participate in the Rogers Birdies for Kids program, presented by AltaLink. Through this initiative, all pledges qualify for a charitable tax receipt and may be matched by up to 50%, maximizing the impact of your generosity.

Every dollar pledged through the program goes directly to Alberta Dreams, enabling us to bring joy and fulfill the dreams of children in Alberta facing severe chronic or life-threatening illnesses.

Richard John Evans Memorial

In 2022, Alberta Dreams joined forces with the Richard John Evans Memorial Golf Tournament. Thanks to the hard work and dedication of Randy & Deb Pollock, Brenda & John Evans and their many supporters, our 2023 tournament was our biggest success to date.

We are honoured to announce that for the third year running, we will be partnering with the Richard John Evans Memorial. Over the years, they have contributed over half a million dollars to children's charities in Alberta.



NEW!

Introducing a new and improved golf tournament experience for all your participation needs including all Swing Fore Dreams communications and the following features:



Official Website

Scheduling
& Text Alerts

Live Scoring

You won't
miss a beat!

- Registration
- Presale Super Pass, Mulligans &/ Raffle Tickets

A Child. A Wish. A Dream Come True.



**DREAMS
COME
TRUE**

Sponsorship Opportunities

Dream Maker Presenting Sponsorship - \$12,500

- Your company name on all tournament promotional material and Alberta Dreams event website page, shown as presented by Your Company Name”.
- Your company name included in all media advertising and promotion.
- Acknowledgement of your sponsorship during dinner and the after party.
- Primary signage promoting your sponsorship.
- Complimentary Golf/Dinner for EIGHT (8) Representatives.

Dreams Come True Sponsorships - \$8000

- Your company name on all tournament promotional material including but not limited to the Alberta Dreams website, the dedicated tournament website and app.
- Logo placement in e-communication to golfers and as a featured Platinum sponsor in wrap-up communications.
- Recognition by our emcee at the banquet.
- Complimentary Golf/Dinner for FOUR (4) Representatives.

1 Dinner Sponsor

- Dedicated signage on each table to acknowledge your sponsorship.
- Opportunity for logo to be placed on wine bottles and distributed to each table at the banquet.

2 Keynote Sponsor

- Dedicated signage on the banquet podium to acknowledge your sponsorship.
- Featured Guest exclusives; dinner, signatures & photo opportunity.

Shining Star Sponsorships - \$6000

- Your company name on all tournament promotional material and Alberta Dreams event webpage, dedicated tournament website and app.
- Logo placement in e-communication to golfers and as a featured Gold sponsor in wrap-up communications.
- Complimentary Golf/Dinner for FOUR (4) Representatives.

1 Welcome Sponsor

- Your company name on the welcome banner displayed on player arrival.

2 Tournament Prize Sponsor

- Dedicated signage where all individual and team prizes are displayed throughout the day.
- Logo placement on item signage as the official tournament prize sponsor.

3 Feature Raffle Draw Sponsor

- Dedicated signage as the “Exclusive” Feature Raffle Draw Sponsor.
- Logo placed on the raffle tickets purchased by golfers.



Sponsorship Opportunities Cont'd

Hope Champion Sponsorships – \$3000

- Your company name on all tournament promotional material and Alberta Dreams event webpage, dedicated tournament website and app.
- Logo placement in e-communication to golfers and as a featured Silver sponsor in wrap-up communications.
- Complimentary Golf/Dinner for TWO (2) Representatives.

1 Golf Cart Sponsor

- Dedicated signage in the Golf Carts to acknowledge your sponsorship.
- Opportunity to provide branded water bottles for each golfer with your company logo/name.

2 Putting Green Contest Sponsor

- Dedicated signage on the Putting Green to acknowledge your sponsorship.
- Opportunity to donate branded prize/prizes that can be won in contest.
- (see CRA Guidelines for tax receipt on value of prizes donated)

3 Volunteer Sponsor

- Signage in the volunteer staging area, logo on volunteer name badges, and logo on the volunteer dinner voucher.

4 Helicopter Ball Drop Sponsor

- Dedicated signage on the Helicopter ball drop location.
- Opportunity to participate in the announcement of the "closest to hole" winner.
- Company name and logo on the pre-sale purchase of raffle cash prize entries on our mobile app.



5 Photo Booth Sponsor

- Dedicated logo on the photos

Magic Moment Sponsorships – \$1850

- Your company logo on the dedicated tournament website and app.
- Logo placement in e-communication to golfers and as a featured Bronze sponsor in wrap-up communications.
- Complimentary Golf/Dinner for TWO (2) Representatives.

1 Food Hole Sponsor (4)

- Dedicated signage on the sponsored food hole.
- Opportunity to prepare and provide a unique and personalized snack for participants.

2 Beverage Cart Sponsor (1)

- Dedicated signage on the sponsored beverage cart.
- Opportunity to provide a signature drink option and personalize the experience.

3 Beverage Hole Sponsor (4)

- Dedicated signage on the sponsored beverage golf hole.
- Establish awareness of your brand and product through the offering of a complimentary beverage.

Sponsorship Opportunities Cont'd

Dream Big Sponsorships - \$1250

- Logo placement in e-communication to golfers, sponsor feature in wrap-up communications; with option to provide picture or promotional prize materials..
- Complimentary Golf/Dinner for TWO (2) Representatives

① Beat the Pro Sponsor (1)

- Your company name and logo on featured on Beat the Pro Hole promotional material.
- Dedicated signage printed and placed at the sponsored golf hole.
- Opportunity to provide a prize item on the green.

② Hole in One Sponsor (2)

- Your company name and logo on featured Hole-In-One promotional material.
- Dedicated signage printed and placed at the sponsored golf hole.
- Please note the sponsor is responsible for their own insurance for prizes valued more than \$20,000
- Opportunity to place a promotional item on the green; within the guidelines of The Glendale course rules..

Richard John Evans Memorial Sponsor - \$1000

- Your company/ logo printed on fairway lawn signs, placed alongside the partner RJE Memorial Sponsor signage.
- Recognition in the event program under tournament partners.
- Richard John Evans Memorial Partner sponsor recognition on a slide in the banquet slide presentation.
- Complimentary Golf/Dinner for ONE (1) Representatives.

Tournament Supporter Opportunities

A Tournament Supporter is a business or individual who contributes to Swing Fore Dreams with the following:

- Team prizes, 4 each of an item (please advise prior to tournament of intent to donate)
- On-Course Golf Accessories for participants &/ equipping carts; Golf balls, markers, tees etc. (approximately 125);
- Raffle/Door Prizes; Golf Swag, Equipment, Coolers, Electronics, BBQ/Smoker etc.
- Contest/Challenge Hole Prizes.

As a Tournament Supporter, you or your business will receive the following:

- Social media (Facebook, Instagram, LinkedIn Twitter/X) recognition.
- Name printed on "Tournament Supporter" sign displayed at dinner and after party.
- A tax receipt for Gift-In-Kind donations (if applicable, as per CRA guidelines).





Alberta Dreams Alumni Event Sponsorship Package



Sponsorship Opportunities

PRESENTING SPONSOR

\$5,000

- Exclusive designation in all digital & print materials
- First logo & link on event webpage
- Recognition in media release & opening remarks
- Corporate signage + logo
- Social media shout-outs
- Mention in opening remarks

ENTERTAINMET SPONSOR

\$2,500

- Branding on Stage
- Logo on event banners
- Recognition in all event communications
- Logo & link on event webpage
- Social media recognition
- Mention in opening remarks

FOOD SPONSOR

\$1,000

- Featured in all event communications
- Logo & link on event webpage
- Logo on event signage at the event
- Social media recognition
- Mention in opening remarks

GIFT IN KIND DONATION

Why Sponsor Our Alumni Event?

Our alumni event last year was a wonderful success, bringing together families, friends, and supporters to celebrate and reconnect. It was an inspiring day filled with laughter, stories, and community spirit, highlighting the powerful connections that continue to grow long after the first dream is fulfilled.



Custom Engagement Opportunities

At Alberta Dreams, we're committed to creating meaningful partnerships that reflect your company's values and community spirit. Our team will work closely with yours to develop engagement opportunities that align with your corporate goals, from workplace giving and cause-related marketing to urgent needs funding and recognition initiatives. Together, we can make dreams come true for Alberta children facing severe chronic or life-threatening illnesses, while showcasing your organization's dedication to making a real difference in your community.

Email mckenziek@albertadreams.ca to learn more.



THANK YOU!



A Child. A Wish. A Dream Come True.

For any questions or inquiries please reach out to
mckenzie@albertadreams.ca